

*Chix*

BRAND STANDARDS GUIDE

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Chix Yellow  
CMYK 0 40 100 0  
RGB 227 62 33  
#FF9900  
PMS 1375 C

Chix Red  
CMYK 0 90 100 5  
RGB 227 62 33  
#F21800  
PMS 179 C

Chix Navy  
CMYK 93 78 50 59  
RGB 16 35 55  
#071734  
PMS 289 C

COOPER STD BLACK

**A B C D E F G H I J K L M N O P Q R S T**  
**a b c d e f g h i j k l m n o p q r s t**  
**1 2 3 4 5 6 7 8 9 0 \_ \* & ? ! \$ :**

HOUSE SLANT

*A B C D E F G H I J K L M N O P Q R S T*  
*1 2 3 4 5 6 7 8 9 0 \_ \* & ? ! \$ :*

DIN CONDENSED BOLD

**A B C D E F G H I J K L M N O P Q R S T**  
**a b c d e f g h i j k l m n o p q r s t**  
**1 2 3 4 5 6 7 8 9 0 \_ \* & ? ! \$ :**

BRANDON GROTESQUE BLACK

**A B C D E F G H I J K L M N O P Q R S T**  
**a b c d e f g h i j k l m n o p q r s t**  
**1 2 3 4 5 6 7 8 9 0 \_ \* & ? ! \$ :**



***JUST GOOD CHICKEN.***

***JUST GOOD CATFISH.***

***JUST GOOD BREAKFAST.***

***JUST GOOD FOOD.***

**CORRECT**

using brand-approved colors for the logo / elements



rotating the logo



logo + tagline lockup



**INCORRECT**

using gradients or strokes



reflecting or rotating the logo beyond 90°



stretching or modifying the logo or fonts

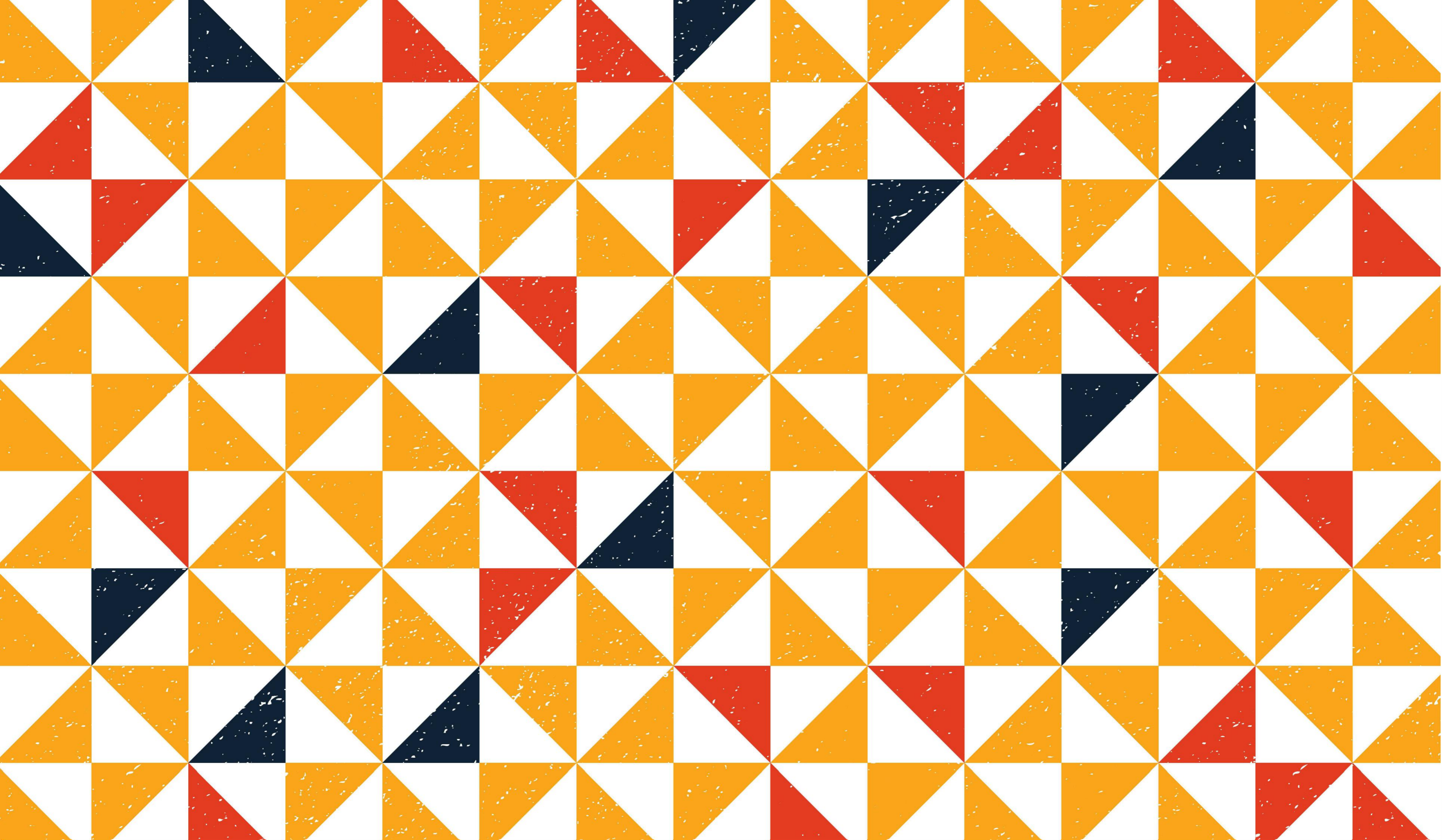


**HOT**

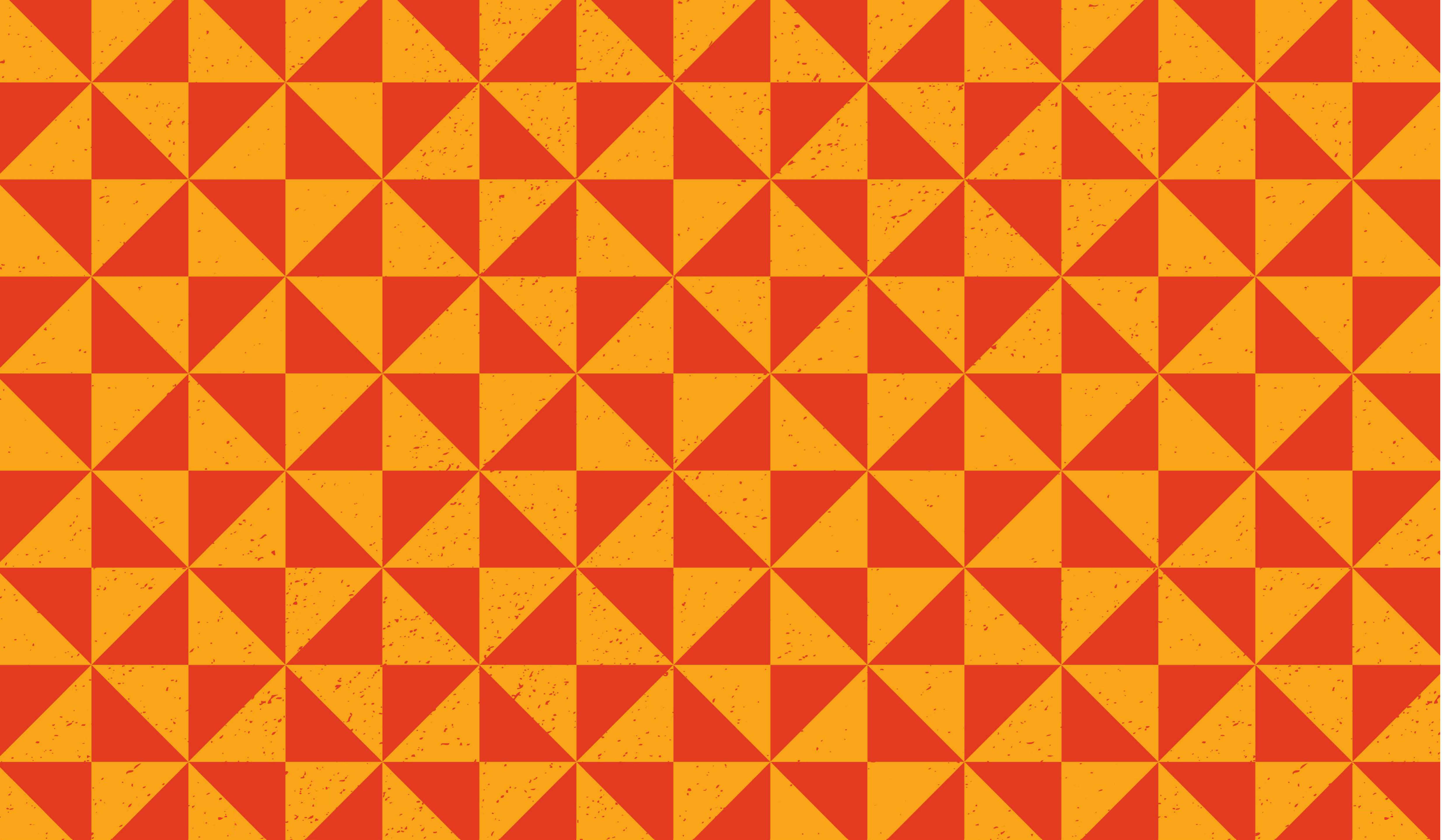
**HOT**

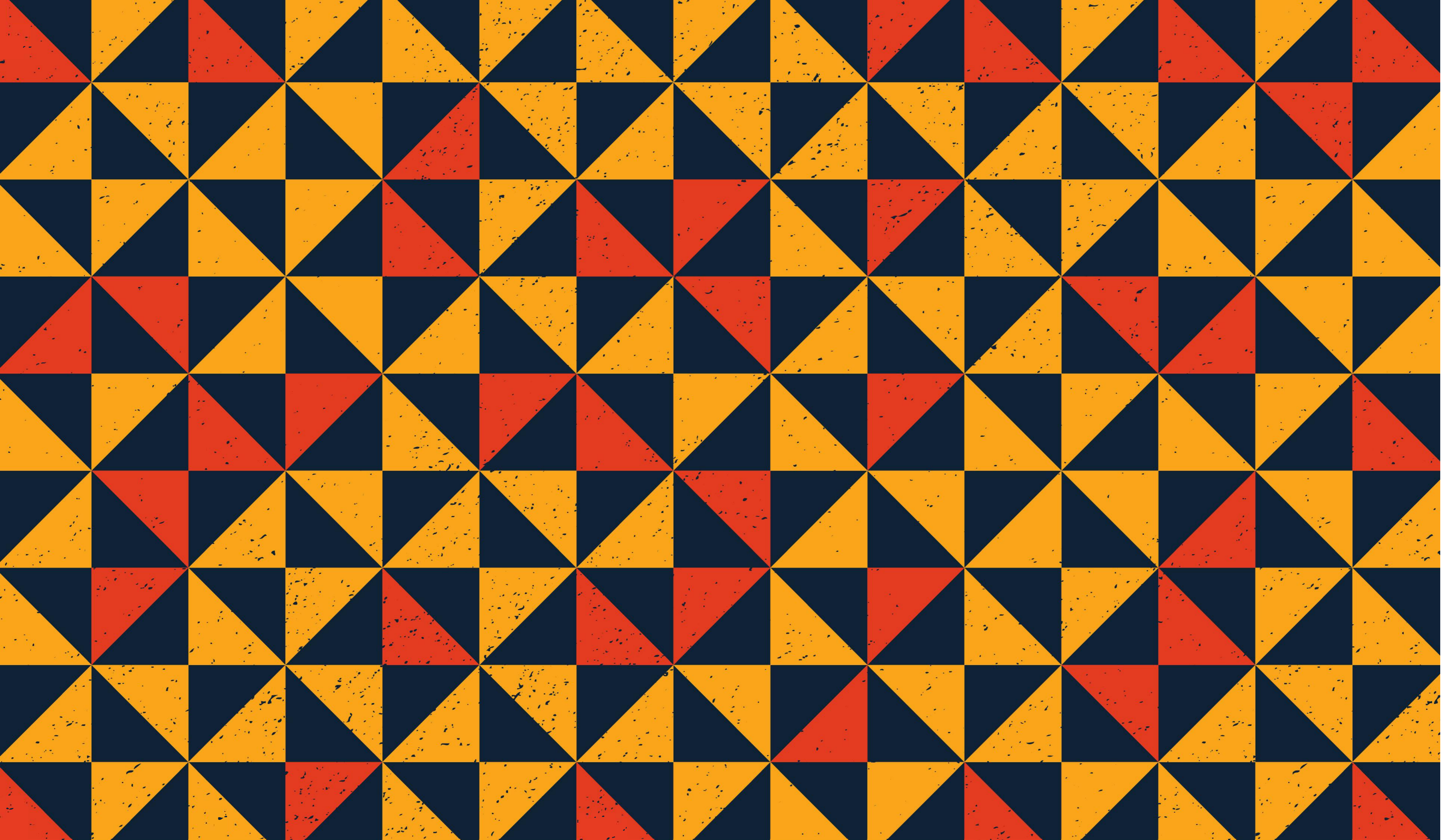
**HOT**

**HOT**









Chix







★ FRESH ★ CHICKEN ★ FAST ★ HOT ★ FRESH ★ CHICKEN ★











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## CHICKEN

|              |        |              |        |              |        |
|--------------|--------|--------------|--------|--------------|--------|
| PERKETT BOWL | \$5.50 | PERKETT BOWL | \$6.00 | PERKETT BOWL | \$6.50 |
| PERKETT BOWL | \$6.00 | PERKETT BOWL | \$6.50 | PERKETT BOWL | \$7.00 |
| PERKETT BOWL | \$6.50 | PERKETT BOWL | \$7.00 | PERKETT BOWL | \$7.50 |
| PERKETT BOWL | \$7.00 | PERKETT BOWL | \$7.50 | PERKETT BOWL | \$8.00 |

## CATFISH

|              |        |              |        |
|--------------|--------|--------------|--------|
| PERKETT BOWL | \$5.50 | PERKETT BOWL | \$6.00 |
| PERKETT BOWL | \$6.00 | PERKETT BOWL | \$6.50 |
| PERKETT BOWL | \$6.50 | PERKETT BOWL | \$7.00 |
| PERKETT BOWL | \$7.00 | PERKETT BOWL | \$7.50 |

## SANDWICHES & EXTRAS

|              |        |              |        |
|--------------|--------|--------------|--------|
| PERKETT BOWL | \$5.50 | PERKETT BOWL | \$6.00 |
| PERKETT BOWL | \$6.00 | PERKETT BOWL | \$6.50 |
| PERKETT BOWL | \$6.50 | PERKETT BOWL | \$7.00 |
| PERKETT BOWL | \$7.00 | PERKETT BOWL | \$7.50 |

## BREAKFAST

|              |        |              |        |
|--------------|--------|--------------|--------|
| PERKETT BOWL | \$5.50 | PERKETT BOWL | \$6.00 |
| PERKETT BOWL | \$6.00 | PERKETT BOWL | \$6.50 |
| PERKETT BOWL | \$6.50 | PERKETT BOWL | \$7.00 |
| PERKETT BOWL | \$7.00 | PERKETT BOWL | \$7.50 |



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